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ABSTRACT

This report summarizes results of a survey administered to Johnson County Community College (JCCC) students enrolled in two television courses, Classic Theatre, and The Ascent of Man, during fall 1975. Although questionnaires were mailed to 60 students in Classic Theatre and 121 in The Ascent of Man, usable responses were received from only 23 (38 percent) and 68 (56 percent) respectively. Females predominated in Classic Theatre (65 percent), and males in The Ascent of Man (76 percent). Classic Theatre had more students over 50 and fewer under 20 than the other course. The major source of information about the courses was a college bulletin. The two major reasons for taking the course were the three degree credits offered and general interest. Students were faithful about watching the television programs, but over 50 percent did not attend any of the seminars. Most students read the text at least once. Students responded overwhelmingly that the television presentations were effective. The consensus was that evenings are the most convenient time for television classes. Ninety percent of the students were interested in taking additional classes at JCCC. Many students (37 percent) critized the testing used in The Ascent of Man course. Survey responses are tabulated and the questionnaire is appended. (Author/NHM)

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EVALUATION OF TELEVISION OFFERINGS

FALL 1975

Prepared for Administrative Review

March 1976

Office of Institutional Research
Johnson County Community College
Overland Park, Kansas 66212

JC 760 227

PREFACE

Two commercially developed television courses, The Ascent of Man and Classic Theatre, were shown on Channel 19 during the fall of 1975. JCCC granted three hours of credit to students who successfully completed a course. The Office of Institutional Research cooperated with the Instructional Branch to obtain feedback from participants in these two courses. This report summarizes the opinions of students who returned a questionnaire concerning the specific course in which they were enrolled.

Michael Quanty, Office of Institutional Research, developed the evaluation questionnaire in cooperation with Chuck Bishop, who collected the present data. Mr. Quanty summarized the data and prepared this report.

Elaine L. Tatham
Director of Institutional Research

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[illegible]
Fall, 1975

This report summarizes results of a survey administered to students in two television courses, Classic Theatre and The Dream in Art Hist, offered by a consortium which included the Metropolitan [illegible] of Kansas City Missouri, Kansas City Kansas [illegible] Junior College and JCSC during Fall 1975. Only students enrolled through JCSCC were surveyed. Students were called a standardized questionnaire with multiple [illegible] questions accompanied by a hand addressed and signed letter in [illegible] the [illegible] of instruction. The letter solicited students' cooperation, [illegible] them that their responses would be of great assistance to the [illegible] and could remain completely anonymous. A stamped, self-addressed envelope was included for the student to use in returning the finished questionnaire and questionnaire.

The questionnaire was designed to determine what number of students enrolled in the courses (demographic information), how useful students themselves of course materials and resources (television programs, [illegible], seminars, tests, and other reading material), and how helpful individual various aspects of the course (e.g., television presentations, [illegible]. Data related to these three areas are presented in Tables 1, 2 and 3 respectively. A copy of the questionnaire and accompanying letter are included in Appendix A.

There were 58 students enrolled in Classic Theatre and 33 in The Dream in Art. However, usable questionnaires were returned by only 23 (39%) and 48 (36%) students respectively. There were originally 91 questionnaires returned for The Dream in Art, but one month [illegible]

[illegible] for the county and was not understood by the enslaved. Many [illegible] would have helped the planter as overseer should he ever need to [illegible] from the slave population.

Demographic Characteristics of Students

Table 1 shows that the two counties had both provided students different types of academies. Chapel predominated in Queens Museum (QMA) while the latter were more common in the second of the (QMA). Queens Museum also tended to have provided more older participants, over one fourth (26%) of the students for whom of those responding) from Queens Museum were 30 or older. In contrast, not a single respondent from the former of the two over 30, and the percentage of students under 20 was three times as large for the former as for Queens Museum (18% to 6%). Students in Queens Museum were also less likely to be enrolled in only [illegible] courses (0% 17% to 60% and more likely to have [illegible] parents interested as a reason for enrolling in the course (78% to 40%).

There were also less communication between students in the two counties. Nearly all had a high school diploma or (80 90% in Queens Museum and 97% in the second of that), and a fairly high number had attended college degrees (38% and 30%, respectively). A majority in both counties were also taking the course to save credit toward a degree (71% and 64%). Most students also learned about the courses from a College bulletins (having all courses, although the percentage was considerably higher for Queens Museum (90% to 60%). Only 18 of the students in Queens Museum and 30 in the second of the mentioned colleagues, spouses, or newspapers as a source of information about the course.

[illegible]

[illegible]

[illegible]

TABLE 2

USE OF COURSE RESOURCES BY STUDENTS
IN TELEVISION COURSES

Course Resource		Television Course	
		Classic Theatre	The Ascent of Man
Television programs watched:	All 13	50%	44%
	12	27%	16%
	10-11	14%	24%
	7-9	9%	9%
	< 7	0%	7%
Seminars attended:	10+	9%	10%
	7-9	0%	8%
	2-6	23%	16%
	1	14%	6%
	0	54%	60%
Reasons for not attending seminars			
Could complete course objectives without attending		43%	32%
Prior commitments		48%	44%
Felt they were a waste of time		0%	9%
Driving at night		19%	9%
Too far to drive		29%	13%
Forgot about them		0%	0%
Other		19%	6%
Use of the text			
Read all of it more than once		22%	37%
Read it once		48%	23%
Read most of it		17%	21%
Read some of it		9%	9%
Read very little of it		0%	4%
Used it only to look up answers		0%	6%
Did not use it		4%	0%
Use of additional reading material			
Read all of it more than once		48%	15%
Read it once		13%	22%
Read most of it		17%	19%
Read some of it		13%	22%
Read very little of it		0%	3%
Used it only to look up answers		0%	9%
Did not use it (Did not receive)		9%	10%

Notes.--Percentages are based on the number of students who actually responded to the question. In some cases this may be one or two less than the total sample size.

TABLE 3

STUDENT EVALUATIONS OF TELEVISION COURSES

Fall, 1975

Student Evaluation	Television Course	
	Classic Theatre	The Ascent of Man
Effectiveness of television presentations		
Very effective	61%	54%
Somewhat effective	39%	31%
Not very effective	0%	15%
Not at all effective	0%	0%
How much they enjoyed the course		
Very much	70%	57%
Moderately	30%	33%
Not too much	0%	6%
Not at all	0%	4%
How much work did the course involve, compared to most three credit hour courses		
More than most	30%	37%
About the same	50%	45%
Less than most	20%	18%
Interest in taking additional television courses		
Very interested	78%	41%
Moderately interested	9%	25%
Undecided	13%	25%
Not at all	0%	9%
Interest in taking additional classes at JCCC		
Very interested	69%	72%
Moderately interested	22%	16%
Undecided	9%	8%
Not at all	0%	4%
Most convenient time(s) for television courses*		
Mornings	0%	3%
Afternoons	0%	6%
Evenings	100%	87%
Weekends	24%	24%

*Percentages for questions so denoted total more than 100% because students checked more than one response.

Notes.--Percentages are based on the number of students who actually responded to the question. In some cases this may be one or two less than the total sample size.

TABLE 4

RATINGS OF GUEST SPEAKERS ON FOUR QUALITIES
IN *THE ASCENT OF MAN COURSE*

Quality	Percentage
Interesting (N=45)	
Very	36%
Somewhat	53%
Not very	7%
Dull	4%
Helpful (N=44)	
Very	16%
Somewhat	57%
Not very	25%
Useless	2%
Prepared (N=44)	
Very	68%
Somewhat	27%
Not very	2%
Poorly	3%
Worthwhile (N=44)	
Very	30%
Somewhat	54%
Not very	9%
Waste of time	7%

Note.--Percentages are based on the number of students who actually responded to the question. In this case, more than one-third of the students did not reply.

APPENDIX A

COVER LETTER AND QUESTIONNAIRE

November 20, 1975

Dear

To help JCCC serve you better in the future, we are seeking your cooperation in filling out the following questionnaire. The information you provide will help us design new programs and possibly modify current offerings to make them more accessible and appealing to members of the community.

Please return your questionnaire along with your final examination in the enclosed postage paid envelope. Your name need not appear anywhere on the questionnaire.

Thank you for your cooperation.

Sincerely,

William A. Losey
Dean of Instruction

Course Title

TELEVISION course evaluation

Please provide us with the following information about yourself. All responses will, of course, be confidential.

1. Your age _____

2. Your sex
   ____ M
   ____ F

3. Occupation _____

4. Do you have a high school diploma? _____
   College degree(s)? Please specify. _____

5. Approximately how many hours of college credit have you earned? _____
   How many at JCC? _____

6. Name of last college course completed? _____

7. Are you currently enrolled in any other credit courses at the JCC campus? _____

8. How did you learn about this course?
   ____ College bulletin listing all classes
   ____ Brochure about this program
   ____ Friend or relative
   ____ Newspaper
   ____ Radio
   ____ TV
   ____ Employer
   ____ Other (please specify) _____

9. Why did you take this course?
   ____ Credit toward degree
   ____ Job or pay advancement
   ____ To receive veteran's benefits
   ____ General interest
   ____ Other _____

The remaining questions are included in order to get your impressions of the course. Please answer each as honestly and freely as possible.

10. There were 13 television shows in this series. How many did you watch? _____

11. Of the 13 seminars, how many did you attend? _____

[redacted]

[illegible]